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***In the Claims***

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This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A process for mortgage customer retention by a mortgage servicing institution which comprises the steps of:
  - (a) capturing customer indicia information input by a borrower;
  - (b) identification of the borrower's existing mortgage servicing institution either through information input by said borrower or by using said input information to determine said borrower's existing mortgage servicing institution by comparison with a database of mortgaging servicing institutions;
  - (c) linking said borrower with said ~~existing~~ borrower's existing mortgage servicing institution, regardless of the type of mortgage instrument held by said borrower through said borrower's existing mortgage servicing institution; and
  - (d) notification of the borrower's existing mortgage servicing institution.
2. (previously presented) The process of claim 1 which further comprises
  - (a) securing permission of said borrower prior to notification of said borrower's mortgage servicing institution.
3. (previously presented) The process of claim 2 which further comprises
  - (a) identification of said borrower's mortgage servicing institution by a borrower's credit report.
4. (previously presented) The process of claim 3 which further comprises
  - (a) electronically parsing said borrower's credit report to identify at least one of said borrower's mortgage servicing institutions.
5. (previously presented) The process of claim 1 which further comprises

- (a) displaying at least one of said borrower's mortgage servicing institution customer retention programs.
6. (original) The process of claim 5 wherein
- (a) said customer retention programs further comprises at least one of:
    - (i) home equity loan options,
    - (ii) refinance options,
    - (iii) bi-weekly mortgage program options, and
    - (iv) mortgage modification options.
7. (currently amended) The process of claim 1 which further comprises
- (a) performing a mortgage modification and changing terms on said borrower's original mortgage, wherein said borrower's original mortgage may be any known type of mortgage instrument.
8. (currently amended) A process for customer retention by a borrower's mortgage servicing institution which comprises the steps of:
- (a) capturing user indicia information input by a borrower;
  - (b) identification of the borrower's existing mortgage servicing institution by a borrower's credit report;
  - (c) linking said borrower with said existing borrower's mortgage servicing institution, regardless of the type of mortgage instrument held by said borrower through said borrower's existing mortgage servicing institution; and
  - (d) notification of the borrower's existing mortgage servicing institution.
9. (previously presented) The process of claim 8 which further comprises
- (a) securing permission of said borrower prior to notification of said borrower's mortgage servicing institution.

10. (previously presented) The process of claim 8 which further comprises
  - (a) electronically parsing said borrower's credit report to identify at least one of said borrower's mortgage servicing institutions.
11. (previously presented) The process of claim 10 which further comprises
  - (a) displaying at least one borrower servicing institution on a computer screen after electronically parsing said borrower's credit report.
12. (previously presented) The process of claim 8 which further comprises
  - (a) displaying borrower's mortgage servicing institution's customer retention programs.
13. (original) The process of claim 12 wherein
  - (a) said customer retention programs further comprises at least one of:
    - (i) home equity loan options,
    - (ii) refinance options,
    - (iii) bi-weekly mortgage program options, and
    - (iv) mortgage modification options.
14. (currently amended) The process of claim 8 which further comprises
  - (a) performing a mortgage modification on said borrower's original mortgage, wherein said borrower's original mortgage may be any known type of mortgage instrument.
15. (currently amended) A process for customer retention by a mortgage servicing institution which comprises the steps of:
  - (a) capturing user indicia information input by a borrower;
  - (b) identification of at least one of said borrower's existing mortgage servicing institutions by a borrower's credit report;

- (c) displaying at least one of said borrower's existing servicing institutions on a computer screen after reading said borrower's credit report;
  - (d) linking said borrower with at least one of said borrower's existing mortgage servicing institutions, regardless of the type of mortgage instrument held by said borrower through said borrower's existing mortgage servicing institution; and
  - (e) notification of said borrower's existing mortgage servicing institutions.
16. (previously presented) The process of claim 15 which further comprises
- (a) securing permission of said borrower prior to notification of said borrower's mortgaging institution.
17. (previously presented) The process of claim 15 which further comprises
- (a) electronically parsing said borrower's credit report to identify at least one of said borrower's mortgage servicing institutions and displaying at least one of said borrower's mortgage servicing institutions on a computer screen after electronically parsing said borrower's credit report.
18. (previously presented) The process of claim 15 which further comprises
- (a) displaying at least one borrower's mortgage servicing institution customer retention programs.
19. (original) The process of claim 18 wherein
- (a) said customer retention programs further comprises at least one of:
    - (i) home equity loan options,
    - (ii) refinance options,
    - (iii) bi-weekly mortgage program options, and
    - (iv) mortgage modification options.
20. (currently amended) The process of claim 15 which further comprises

- (a) performing a mortgage modification on said borrower's original mortgage, wherein said borrower's original mortgage may be any known type of mortgage instrument.
21. (currently amended) A process for customer retention by a mortgage servicing institution which comprises the steps of:
- (a) capturing user indicia information input by a borrower;
  - (b) identification of the borrower's existing mortgage servicing institution either through information input by said borrower or by using said input information to determine said borrower's existing mortgage servicing institution by comparison with a database of mortgaging servicing institutions;
  - (c) linking said borrower with said borrower's existing mortgage servicing institution;
  - (d) notification of the existing mortgage servicing institution; and
  - (e) revising terms of said existing mortgage by interaction between said borrower and said existing mortgage servicing institution, wherein said existing mortgage may be any known mortgage instrument.
22. (previously presented) The process of claim 21 which further comprises
- (a) securing permission of said borrower prior to notification of said mortgage servicing institution.
23. (previously presented) The process of claim 22 which further comprises
- (a) identification of said borrower's mortgage servicing institution by a borrower's credit report.
24. (previously presented) The process of claim 23 which further comprises
- (a) electronically parsing said borrower's credit report to identify at least one of said borrower's mortgage servicing institutions.
25. (previously presented) The process of claim 21 which further comprises
- (a) displaying at least one of said borrower's mortgage servicing institution customer retention programs.

26. (previously presented) The process of claim 25 wherein

(a) said customer retention programs further comprises at least one of:

- (i) home equity loan options,
- (ii) refinance options,
- (iii) bi-weekly mortgage program options, and
- (iv) mortgage modification options.